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**Focus on Luxury
Design & Aesthetics**

**VT in Co-Living
Segment**

VT systems have become part and parcel of luxury buildings' seamless flow from entrance/exit to lobby to elevator, Jain says. He elaborates:

"The lobbies in luxury projects need to be a striking volume that comes into focus right as one steps off the elevators. They also need to be transition spaces between the elevators and apartments. With the constraints of building regulations and codes, the positioning of elevators and the core of the building are crucial to the way the apartments are arranged around them. It has become the case that, even before designing the apartments, if you have a functionally solid core, the apartment layouts seemingly take care of themselves."



Sanghavi

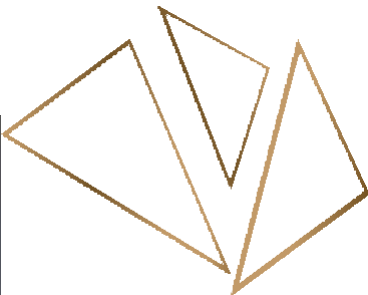
As the number and size of elevators increase, so have the number and size of opulently designed lobbies, Jain says. Gaurav Sanghavi, cofounder with Harsh Pote of Pentaspace Consultants, provides examples in the Borivali East and Worli areas of Mumbai. In Borivali East, the 300,000 ft², 20-plus-story Kanakia Aroha apartment towers incorporate luxury and efficiency from their façade to interiors, Sanghavi says, stating:



"Aroha drew inspiration from the beautiful aspects of Buddhism to create cognizance about the adjacent Buddhist caves that are designated a [United Nations Educational, Scientific and Cultural Organization] World Heritage site. Starting from the materials used throughout the project, to the apartment design and lobby, every aspect follows the same theme. We believe that themed luxury is the next benchmark in such projects."

In Worli, the roughly 12-story Desai Oceanic by Spark Developers features a dropoff area, including a cafeteria, designed to enhance the property's luxurious look and feel, Sanghavi says. "The double-height space opening to the elevators offers a grand entrance," he says, further enhancing the feel of luxury. "Everything in a luxury project is an experience."

This experience starts in the dropoff area and continues into the lobby, lift banks and the lifts themselves, Sanghavi says. VT providers understand this and are providing better and smarter equipment options for luxury projects, particularly in large metros, where developers "are going higher and requiring faster, safer, more stylish VT options."



Grand entrances are part and parcel of a package that includes the VT system; photo courtesy of Pentaspace Consultants.





Aroha in Borivali East draws inspiration from nearby Buddhist cave carvings; photo courtesy of Pentaspace.

